

**KAJIAN EFEK IKLAN DAN ADVERTORIAL
PADA PENGETAHUAN DAN PERSUASI YANG DIRASAKAN :
STUDI PROSES ADOPSI PANGAN FUNGSIONAL**

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ABSTRACT

A laboratory experiment examines the effect of advertisement, advertorial, and source of information on the adoption process of functional food. The treatment levels in this experiment were company advertisement, public advertisement, company advertorials and public advertorial. One hundred and ninety-nine research subjects were selected; those were the ones who served as decision makers in buying food for themselves or their families. The result shows that the audio visual advertisement only increases subjective knowledge whereas printed advertorial increases both subjective and objective knowledge. Besides, the study also demonstrates that advertorial increases both subjective and objective knowledge. However, this study shows that company advertisement can increase the effect of subjective knowledge as much as the advertorial. The study does not prove that the independent institutions increase stronger perceived persuasion effect than the company as the source of communication.

Keywords: *advertisement, advertorial, adoption process, functional food.*